

WHAT IS CLAIMED IS:

1. A method for producing cosmetic products comprising a step for dispersing powder components and oil components or aqueous components using a media-agitating mill.

2. A method for producing cosmetic products according to Claim 1 wherein the production of solid powdery cosmetic products involves at least a step for mixing powder components and oil components as binders in a solvent to form a slurry and wherein said mixing is performed using a media-agitating mill whereby grinding an aggregated particle of the powder components to form a slurry in a state close to a primary particle.

3. A method for producing cosmetic products according to Claim 2 further comprising a step wherein the slurry is made free from the solvent and filled in a container.

4. A method for producing cosmetic products according to Claim 2 further comprising a step wherein the slurry is made free from the solvent and filled in a container and then subjected to a dry press molding.

5. A method for producing cosmetic products according to Claim 2 further comprising a step wherein the slurry is filled in a container and then subjected to a suction press molding.

6. A method for producing cosmetic products according to Claim 2 wherein the solid powdery cosmetic product comprises 65 to 97 % by weight of the powder components

and 3 to 35 % by weight of the oil components.

7. A method for producing cosmetic products according to Claim 1 wherein the production of powdery cosmetic products involves at least a step for mixing powder components and oil phase components as binders in a solvent using a media-agitating mill to form a slurry and wherein an organic silicon resin compound is incorporated when dispersing the powder components.

8. A method for producing cosmetic products according to Claim 7 wherein the powdery cosmetic product contains 60 to 97 % by weight of powder components, 1 to 20 % by weight of a particle coating agent and 2 to 30 % by weight of oil components and wherein the powder components are capable of being made hydrophobic.

9. A method for producing cosmetic products according to Claim 1 wherein the powder components and the oil components or the aqueous components are dispersed by a solid dispersion medium using a batch media-agitating mill.

10. A method for producing cosmetic products according to Claim 9 wherein the powder components contain particulate powder whose mean particle size is 0.005 to 0.5  $\mu\text{m}$ .

11. A method for producing cosmetic products according to Claim 9 wherein the solid dispersion medium is a bead of glass, alumina, zirconia, steel or flint stone.

12. A method for producing cosmetic products according to Claim 9 wherein the batch

media-agitating mill comprises, in an identical tank, both of at least one basket part in which a solid dispersion medium is contained and which has an in-basket stirring device for stirring the content of the basket and at least one in-tank stirring device for both of a preliminary mixing and a dispersion fluidization,

wherein a mixture of powder components and oil components or aqueous components mixed preliminary by the in-tank stirring device runs into the basket part, the powder components are dispersed by the solid dispersion medium in the basket part and then runs as a dispersion out of the basket part, the dispersion is fluidized by the in-tank stirring device and a part of it returns into the basket part whereby effecting a circulation,

and wherein the in-tank stirring device is provided in a position which does not interfere with the route of a fluid coming into and out of the basket part.

13. A method for producing cosmetic products according to Claim 12 wherein a side wall or a side wall and a bottom wall of said basket part are provided with a large number of small pores each consisting of a slit whose size does not allow the solid dispersion medium to run out of the basket part.

14. A method for producing cosmetic products according to Claim 12 wherein said in-tank stirring device for both of a preliminary mixing and a dispersion fluidization employs a disper or a homogenizer having a turbinal blade on the tip of a rotating rod or a combination thereof.

15. A method for producing cosmetic products according to Claim 10 wherein the

production of an oily cosmetic product involves a use of a batch media-agitating mill for dispersing the powder components into the oil components.

16. A method for producing cosmetic products according to Claim 15 wherein the production of a solid oily cosmetic product involves a use of a batch media-agitating mill for dispersing the powder components into the oil components followed by an addition of a solidifying aid and the like followed by a stirring with heating followed by a compaction molding.

17. A method for producing cosmetic products according to Claim 10 wherein the production of an emulsified cosmetic product involves a use of a batch media-agitating mill for dispersing the powder components and the oil components or the aqueous components into the solid dispersion medium followed by an addition of the aqueous components or the oil components followed by an emulsification using a media-agitating mill.

18. A method for producing cosmetic products according to Claim 1 comprising a step for mixing an organically-denatured clay mineral, a surfactant, a hydrophobic dispersion medium capable of dispersing and swelling said organically-denatured clay mineral in the presence of a surfactant, a particle which is not made hydrophobic and a particle costing agent to disperse said powder components into a state of a primary particle or close to a primary particle using a media-agitating mill while imparting the surface of said particle with a hydrophobicity.

19. A method for producing cosmetic products according to Claim 18 comprising a step for mixing an organically-denatured clay mineral, a surfactant and a hydrophobic dispersion medium to form an organically-denatured clay mineral dispersion,

adding a particle which is not made hydrophobic and a particle costing agent to said organically-denatured clay mineral dispersion and mixing using a media-agitating mill to impart the surface of said particle with a hydrophobicity.

20. A method for producing cosmetic products according to Claim 18 wherein the concentration of the organically-denatured clay mineral when mixing using a media-agitating mill ranges from 0.1 to 5 % by weight.

21. A method for producing cosmetic products according to Claim 18 wherein the concentration of the particle which is not made hydrophobic when mixing using a media-agitating mill ranges from 5 to 50 % by weight.

22. A method for producing cosmetic products according to Claim 18 wherein the particle costing agent is trimethylsiloxysilicic acid.

23. A method for producing cosmetic products according to Claim 18 wherein the particle which is not made hydrophobic is a UV-protecting particle.

24. A method for producing cosmetic products according to Claim 23 wherein the UV-protecting particle is one or more selected from the group consisting of zinc oxide, iron oxide, cerium oxide and titanates.

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25. A method for producing cosmetic products according to Claim 1 wherein the production of an emulsified cosmetic product involves a step for dispersing particle which is not made hydrophobic and a particle costing agent into an oily phase using a media-agitating mill to impart a hydrophobicity followed by a step for adding an emulsifier and an water phase to effect an emulsification, both steps being conducted continuously in a single device.

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26. A method for producing cosmetic products according to Claim 25 wherein the device is a batch media-agitating mill having a media mill part and a stirring device in a single tank.

27. A method for producing cosmetic products according to Claim 25 wherein the device is a continuous media-agitating mill consisting of a media mill part and a preliminary stirring tank and whose media mill part is connected via a pipe with the preliminary stirring tank.

28. A method for producing cosmetic products according to Claim 25 wherein the step for an emulsification is performed using a media mill part.

29. A method for producing cosmetic products according to Claim 25 wherein the emulsified cosmetic product is of a water-in-oil material.

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30. A method for producing cosmetic products according to Claim 9 the production of a

lipstick involves a use of a batch media-agitating mill to disperse the powder components and the oil components of a colorant by a solid dispersion medium.

31. A method for producing cosmetic products according to Claim 30 wherein the production of a solid lipstick involves a use of a batch media-agitating mill to disperse the powder components and the oil components of a colorant by a solid dispersion medium followed by an addition of a solidifying aid and the like followed by a stirring with heating followed by a compaction molding.

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